

Remarks

Reconsideration of the application is requested in view of the above amendments and the following remarks. Claims 1, 4 and 18 have been amended. Amendments to claims 1, 4 and 18 are supported by at least Figure 1-5 of the present application. Claims 8-10 and 21 are allowed. Claims 1-10, 18, 20 and 21 are pending in the application.

I. Interview Summary

An in-person interview was conducted between Applicants' representative Rob Kalinsky (Reg. No. 50,471) and Examiner Jules on August 11, 2004. The cited references were discussed including the issue of motivation to combine the references. No agreement was reached as to the allowability of the claims.

II. Claim Rejections under 35 U.S.C. § 103

In section 2 of the Office Action, claims 1-7, 18 and 21 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Kumagai (JP 211437) in view of Charmor (GB 2,350,420). Applicants respectfully traverse this rejection.

Kumagai discloses an image display device that includes a lens group 2, a frame body 3 that support an image carrier 1, and a light source 10 that are all supported on a base 10. The lens group 2, the frame body 3 and image carrier 1, and the light source 10 are all spaced apart from each other. Spacing of these features is necessary in order for the frame body 3 and image carrier 1 to be elevated relative to the lens group 2 and light source 10. The frame body 3 and image carrier 1 are elevated by rotation of a stepper motor 13. Kumagai fails to disclose or suggest a front panel through which a lenticular screen is viewable. Kumagai also fails to disclose or suggest a lenticular screen that includes a lenticular lens layer and an image layer disposed on the lenticular lens layer as required by claim 21, or an image layer disposed on a rear surface of the lenticular lens layer as required by claim 1, 4 and 18. As noted above, the lens group 2 disclosed by Kumagai is positioned at a spaced apart location from the image carrier 1. In fact, Kumagai teaches away from an image layer being disposed on a lenticular layer because an object of the Kumagai configuration is to provide the appearing of a moving image provided by the image carrier 1 by moving the image carrier 1 relative to the lens group 2.

Charmor discloses a gas fired heating appliance that includes a simulated flame or visual effect provided behind a heat resistant screen 8 positioned at a rear of the combustion region of the fireplace. The simulated flame or visual effect may be provided by a ribbon or slit type device 9 that is movable via air flow from a blower 14, or a fabric tube, fibre optic, holographic, plasma discharge tube, or an immiscible oil display device. All of the simulated flame or visual flame effect devices disclosed by Charmor are active devices that provide an image by either actively moving the device (e.g., moving device 9) or by generating an image in response to a signal (e.g., plasma discharge tube and holographic devices).

Charmor fails to disclose or suggest a lenticular screen that includes a lenticular lens layer or a lenticular lens layer having an image layer disposed thereon. Therefore, Kumagai and Charmor fail to disclose or suggest every limitation of claims 1, 4, 18 and 21, and the claims that depend from them.

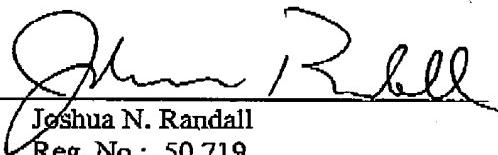
IV. Conclusion

In view of the above, Applicants request reconsideration of the application in the form of a Notice of Allowance. The Examiner is encouraged to contact the undersigned attorney with any questions regarding this application.

Respectfully submitted,
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Date: August 30, 2004

By:



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